

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Isaac Bentolila, et al.

Title: System and Method for Behavioral Model Clustering in Television  
Usage Targeted Advertising Via Model Clustering and Preference  
Programming Based on Behavioral Model Clusters

Serial No.: 10/043,698

Filed: January 9, 2002

Art Unit: 2424

Examiner: Sheleheda, James

Customer # 24498

**LOSS OF SMALL ENTITY STATUS UNDER 37 C.F.R. 1.27(q)(2)**

**Commissioner for Patents  
Alexandria, Virginia 22313-1450**

Sir:

The Applicants requests the loss of a small entity status. The Applicants' representative has the proper authority to claim this status and sign this paper under 37 C.F.R. 1.33(b).

Please charge any additional fees owed in connection with this change, the issue fee, and any matter related to this application to Deposit Account 07-0832.

Sincerely,

/Joel M. Fogelson/  
Joel M. Fogelson  
Reg. No. 43,613

April 15, 2011